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API Schedules 9 Seminars For 1958-59

The American Press Institute has announced a 1958-59 schedule of nine two-week seminars for newspaper executives and staff members. The Institute at Columbia University in New York City is a newspaper working center supported by United States and Canadian newspapers.

Each seminar brings together 27 experienced newspaper men and women who have the same jobs, problems and responsibilities. At the seminars the members develop all information and techniques on how they can do a better job and thus contribute to the improvement of their newspapers. Nominations are invited from all daily newspapers in the United States and Canada.

The seminars and their dates follow:

City Editors, Oct. 6-17.

City Editors, Dec. 8-18.

Circulation Managers, Jan. 12-23.

Advertising Directors of newspapers under 75,000 circulation, Feb. 2-13.

Managing Editors and News Editors, March 16-27.

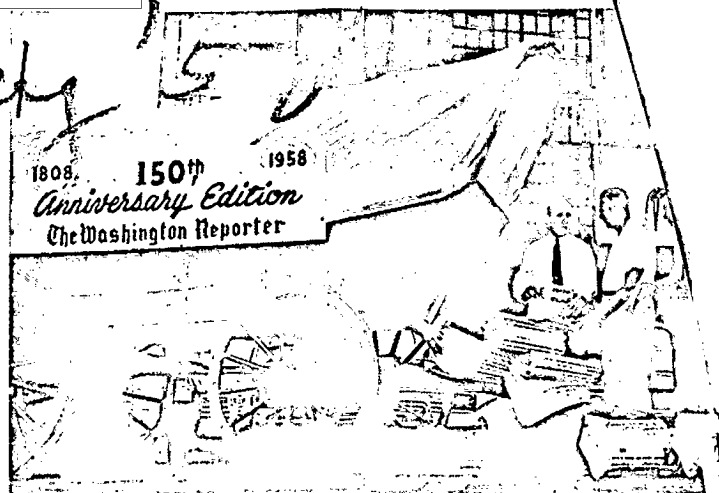
Classified Advertising, April 6-17.

Publishers, Editors and Chief News Executives of newspapers under 50,000 circulation, April 27-May 8.

Management and Costs for newspapers under 75,000 circulation, May 18-29.

Women's Page Editors, June 8-19.

The first seminar for City Editors is for nominees who could not be accommodated last year because of a heavy over-subscription. Its membership is



'SESQUI' FLASHBACK—General Manager James S. Lyon, Managing Editor Guy R. Day and Circulation Manager Campbell B. March ho to load a conestoga wagon with copies of the Washington (Pa.) Reporter's Sesquicentennial edition. In its 240 pages were 26,806 column inches of advertising. Thirty-five-year-old press ran off 18,250 copies.

complete. Applications are invited for the second City Editors seminar in December. Nomination forms and complete information may be obtained from the American Press Institute, Journalism Building, Columbia University, New York 27, N. Y.

J. Montgomery Curtis, director, said applicants should have at least five years experience on a daily newspaper and be nominated by a principal executive of their newspaper. There are no academic requirements. The programs are planned for executives and their assistants but the Institute frequently accepts candidates who do not have these specific titles. In unusual circumstances, the five-year experience requirement may be waived. The fee for a seminar is \$360 which covers all charges, including a private room and meals.

This is the Institute's thirteenth year. Since its founding, 2,064 newspaper men and women from 543 newspapers in the United States and Canada have attended its 85 seminars.

